

ABSTRACT

AN EVALUATION OF HOTEL ROOM RATE DETERMINATION

**A Case Study at “Phoenix” Hotel
Yogyakarta**

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This research was purposed to know whether or not the room rate applied at “Phoenix” Hotel already consisted a profit at the uncertain situation.

This research was conducted at ‘Phoenix’ Hotel from August 1 to 31, 2001.

The data gathering techniques used were questionnaire, interviews and documentation. The evaluation used for determining the room rate at ‘Phoenix’ Hotel was BEP analysis including the determination of the average number of rooms, single and double occupancy of hotel rooms, number of the sold rooms in one year and the room rate list of the hotel. After counting the room rate list of the hotel, then it was compared with the room rate list applied by of “Phoenix” Hotel.

The conclusion showed that the determined price list by “Phoenix” Hotel for 1996 – 2000 had a profit already. In 1996, the profitable results were Rp. 7.500,- (single) and Rp. 25.000,- (double). In 1997, the profitable results were Rp. 69.200,- (single) and Rp. 64.200,- (double). In 1998, the profitable results were Rp. 71.300,- (single) and Rp. 56.300,- (double). In 1999, the profitable results were Rp. 115.600,- (single) and Rp. 95.600,- (double). In 2000, the profitable results were Rp. 111.800,- and Rp. 91.800,- (double).